

What is claimed is:

1. A method for using econometric techniques to quantify marketing drivers and forecast at least one of consumer demand and shipments comprising:  
  
providing at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;  
  
using econometric modeling to quantify the effect of marketing elements on shipments; and  
  
forecasting at least one of consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling.
2. The method of claim 1, wherein the shipments are defined by at least one of consumer demand and anticipated retail load adjustments.
3. The method of claim 1, further comprising determining at least one of demand forecast error and shipment forecast error.
4. The method of claim 1, further comprising calculating a lift parameter of the at least one marketing element.
5. The method of claim 1, further comprising generating at least one report that indicates at least one of consumer demand forecast error, and shipment forecast error.
6. The method of claim 1, further comprising enabling a user to input marketing spend data and the at least one marketing element.

7. The method of claim 1, wherein the at least one marketing element comprises at least one of promotions, advertising, points of distribution and product changes.
8. The method of claim 1, further comprising modifying the at least one marketing plan based on the forecasting.
9. The method of claim 1, further comprising capturing reasons for forecast errors.
10. The method of claim 9, further comprising tracking the reasons for the forecast errors.
11. The method of claim 10, wherein the reasons for the forecast errors are tracked with the forecast errors.
12. The method of claim 1, further comprising executing the at least one marketing plan.
13. A system for using econometric techniques to quantify marketing drivers and forecast at least one of consumer demand and shipments comprising:
  - a providing module that provides at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;
  - a quantifying module that uses econometric modeling to quantify the effect of marketing elements on shipments; and
  - a forecasting module that forecasts at least one of consumer demand and shipments in response to the at least one marketing plan and results of the econometric modeling.

14. The system of claim 13, wherein the shipments are defined by at least one of consumer demand and anticipated retail load adjustments.
15. The system of claim 13, further comprising a determining module that determines at least one of demand forecast error and shipment forecast error.
16. The system of claim 13, further comprising a calculating module that calculates a lift parameter of the at least one marketing element.
17. The system of claim 13, further comprising a generating module that generates at least one report that indicates at least one of consumer demand forecast error, and shipment forecast error.
18. The system of claim 13, further comprising an enabling module that enables a user to input marketing spend data and the at least one marketing element.
19. The system of claim 13, wherein the at least one marketing element comprises at least one of promotions, advertising, points of distribution and product changes.
20. The system of claim 13, further comprising a modifying module that modifies the at least one marketing plan based on the forecasting.
21. The system of claim 13, further comprising a capturing module that captures reasons for forecast errors.
22. The system of claim 21, further comprising a tracking module that tracks the reasons for the forecast errors.

23. The system of claim 22, wherein the reasons for the forecast errors are tracked with the forecast errors.
24. The system of claim 13, further comprising an executing module that executes the at least one marketing plan.